

TEEN VOGUE: Fashion Starts Here



“Amy Astley...most powerful person in the teen world. Teen Vogue has reinvigorated a genre, teen fashion...”

—Forbes

THE AGE OF INFLUENCE

TeenVogue.com is the destination for fashion-conscious girls who are looking for new ways to define their personal style. The site promotes creativity, customization, DIY and encourages girls to be individuals, be creative and have fun. Connect with this influential community of girls and get them talking about your brand.

AT A GLANCE

■ Average Monthly Traffic

Uniques	613,000
Page Views	7.9 million

Source: Internal Publisher's Data, Jan. - Dec. 09

■ Passionate Community

Over 157,000 Facebook fans—up 50% from Sept. 2009!

“21 is the new 12. I STILL love teenvogue just lyk when I was 12. :D :D :D”

—Lia Lestaris Simanjuntak (user)

“My name is branwen, i am 12 years old, and i love fashion, i love cloths, and i love the way cloths look on people. teen vogue is awesome! keep it going!”

—Branwen Rose Vandaalen (user)

■ Demographics

Female	98%
Average Age	16
In High School	65%

Source: comScore, Oct. 09, Internal Study - Strategy Group, Summer 2009

■ Influential Consumers

It's important to me to be seen as stylish	93%
I tend to be more of a fashion leader than follower	87%
My friends often seek out my help when deciding what to wear	85%
I like to try new products or services before others do	84%
I find forums to be a good way for exchanging ideas/advice	72%
I shop online for clothes	61%

Source: Internal Study - Strategy Group, Summer 2009

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or Josh_Stinchcomb@condenast.com

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FASHION STARTS HERE

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- teenVOGUE DAILY**
- today's top stories
- February 05, 2010 12:36 PM ET
Why You Should Know Chloe Moretz
- February 05, 2010 12:36 PM ET
Going Gold With David Jon Acosta
- February 05, 2010 11:24 AM ET
Chanel Iman Makes Us Dance at Sonia Rykiel Pour H&M Bash
- February 05, 2010 10:51 AM ET
Sample Sale Alert!
- February 05, 2010 10:48 AM ET
Results! Which Grammy Performance Did Teen Vogue Readers Like the Best?
- [see more...](#)

ON THE COVER

Meet Mia Wasikowska, leading lady in Tim Burton's whimsical *Alice in Wonderland*. Read the full cover story here.

CLICK FOR MORE >>

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NICK JONAS GOES SOLO

Get the scoop on Nick's blue-eyed-soul project *Who I Am*, plus check out bonus photos from his *Teen Vogue* shoot you won't find in the magazine! [Check it out >>](#)

More: [Fashion Timeline](#) | [Bonus Photos!](#)

AD UNIT HERE

GRAMMY CENTRAL

Get our complete recap of last night's award show, and tell us who you think had the best performance of the night! [You tell us >>](#)

More: [Grammys](#) | [Lady Gaga](#) | [Taylor Swift](#)

FASHION FACEOFF

Looks like Grammy winners Taylor Swift and Beyoncé have more in common than just their killer voices! Who do you think worked the red carpet best? [You tell us >>](#)

More: [Fashion Faceoff](#) | [Taylor Swift](#) | [Beyoncé Knowles](#)

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Teen Vogue is teaming up with PB Dorm to give one lucky reader the ultimate survival kit. One winner will receive \$20,000 cash for tuition plus a \$5,000 gift card from pb dorm. [Enter Now >>](#)

More: [Contests](#)

RED CARPET WATCH

Check out our picks for the best dressed stars at all the major award shows this season and sound off on your favorites. [Check it out >>](#)

win it!

Check out all the freebies you could win this month on teenvogue.com.

enter now >>

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FASHION U

Check out the 2009 highlights

Decide who will be in **teenVOGUE**

Check out the Clinique Fresh Faces Contest.